***Extra Innings Project #1 ~ NFL Challenge***

You have been hired by the NFL to develop a marketing campaign to help increase the interest of a particular target market (teenagers ages 10-16). There has been a decline in interest from this group! The NFL wants to capture this market to assure attendance at games in the future. You have been asked to choose NFL Players who will be good **spokespersons** to promote the NFL to teenagers. You must decide upon a **major national retailer** as a distributor of the NFL sports gear to teenagers. They have also asked you to **plan activities** for teenagers 10-16 to get them more involved with the NFL. The NFL plans to hold sports camps in **major cities** throughout the United States, and some professional football players will make guests appearances at the camps.

**Challenges: *(Answer this questions directly on this sheet and Save your work)***

1. Which NFL player(s) will you use for your spokespersons(s)? **OR**

Which Superstar Singer will you use for your spokesperson(s)?

Why are they the best choice(s) to reach out to males 10-16 years old?   
Support your answers thoroughly.

~ **Answer the question here…**

1. Each participant at the camp will receive a **sports bag/tote bag** with NFL merchandise or Concert Series merchandise. What merchandise will you include in these bags? Who are the sponsors of this merchandise? Why are they good sponsors? Support your answers thoroughly.

~ **Answer the question here…**

1. The NFL/Celebrity has given you 500 tickets for the next NFL Season/Concert Series.   
   Outline the guidelines for the distribution of these 500 tickets. Remember you are trying to encourage teenagers 10-16 to get more involved. (Questions to consider ~ next page)
   * How should the tickets be distributed?
   * Where should they be distributed?
   * Are there any restrictions?
   * Are there different guidelines for each game?
   * Be specific about who receives the tickets and why.

~ **Answer the question here…**

1. Create a **brochure** that advertises a summer NFL sports camp. (*Using Microsoft Publisher)*
   * First, choose a **major city** as your host for the camp.
   * Your **target audience** is teenagers 10-16 years of age.
   * Make sure to include **pictures** and **detailed text** (including but limited to: location, date, times, pricing, camp activities, special guests, sponsors, contests, prizes, etc.).
   * Include a **registration** form for interested participates. Include details.   
     (Search the Internet for registration examples.)
   * The brochure should be organized and easy to understand. (See Samples)

*Open up Microsoft Publisher –> Choose Brochure –> Pick an Informational Brochure you like & click create. Just like in Word, you can change text, placement, pictures, colors, etc.*

1. Design a **full page advertisement** and contest that will encourage your target market to enter a contest held by your celebrity/athlete. What will be the contest prize? Are there any restrictions? Be sure to include details and disclaimers. *(Flyer – Try using Microsoft Publisher)*

**Completed Project:**

* + Word document with **3 typed response** to challenges listed above
  + **Brochure** for Camp
  + Full page **advertisement** for Contest

**NFL CAMP / SUPERSTAR CAMP CHALLENGE RUBRIC**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Supported Answers*** |  |  |  |  |  |  |
| **Q1** – Good Spokesperson, Why? | 5 | 4 | 3 | 2 | 1 | 0 |
| **Q2** – Tote/Sports Bag, Merchandise, Sponsors, Why? | 5 | 4 | 3 | 2 | 1 | 0 |
| **Q3** –Ticket Distribution, Who, How, Where, Restrictions? | 5 | 4 | 3 | 2 | 1 | 0 |
| ***Brochure – Challenge #4*** |  |  |  |  |  |  |
| Targeted Market & Used Creativity in Design (Colors, Words) | 5 | 4 | 3 | 2 | 1 | 0 |
| Included Necessary Camp Details (Who, What, Where, When,  Cost, Guest Bios, Schedule, Sponsors, Registration Info, Etc.) | 5 | 4 | 3 | 2 | 1 | 0 |
| Included Appropriate Pictures & Used Good Placement | 5 | 4 | 3 | 2 | 1 | 0 |
| Organized & Easy to Understand | 5 | 4 | 3 | 2 | 1 | 0 |
| ***Flyer- Advertisement & Contest – Challenge #5*** |  |  |  |  |  |  |
| Camp Advertisement & Contest Announcement Flyer | 5 | 4 | 3 | 2 | 1 | 0 |
| Contest Details, Disclaimers, Restrictions Explained | 5 | 4 | 3 | 2 | 1 | 0 |
| Organized & Easy to Understand | 5 | 4 | 3 | 2 | 1 | 0 |

Notes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total **\_\_\_\_\_\_\_\_\_** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_